



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 09-27-2012 PAGE: 1 of 2

SHORR, JOHNSON, MAGNUS & PARTNERS,
LLC - 22132
ATTN: MICHAEL D'ETTORE
1831 CHESTNUT STREET #602
PHILADELPHIA PA 19103

Contract No 400670	Contract Dt 09-27-2012	Revision Dt	Rev# 0	Advertiser CASEY FOR SENATE, BOB	Brand BOB CASEY FOR SENATE	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA					
Agency Est#			CMS # 245316	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 09-28-2012	End Date 10-01-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 245316				
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
1	09-28-2012	09-28-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)			8	30					1			1	700	1	700.00
2	10-01-2012	10-01-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)			8	30	1							1	700	1	700.00
3	09-28-2012	09-28-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)			8	30					3			3	1,600	3	4,800.00
4	10-01-2012	10-01-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)			8	30	3							3	1,600	3	4,800.00
5	09-28-2012	09-28-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)			8	30					2			2	1,500	2	3,000.00
6	10-01-2012	10-01-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)			8	30	2							2	1,500	2	3,000.00
7	09-28-2012	09-28-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)			8	30					1			1	1,100	1	1,100.00
8	10-01-2012	10-01-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)			8	30	1							1	1,100	1	1,100.00
9	09-28-2012	09-28-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)			9	30					1			1	1,800	1	1,800.00
10	10-01-2012	10-01-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)			9	30	1							1	2,000	1	2,000.00
11	09-28-2012	09-28-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)			9	30					1			1	1,800	1	1,800.00
12	10-01-2012	10-01-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)			9	30	1							1	2,000	1	2,000.00
13	10-01-2012	10-01-2012	08:00PM - 10:00PM	PRIME MO8 (7008)			9	30	2							2	8,500	2	17,000.00
14	09-30-2012	09-30-2012	09:00PM - 10:00PM	PRIME REVENGE PREMIERE (9955)			8	30							1	1	14,000	1	14,000.00
15	09-28-2012	09-28-2012	11:40PM - 12:07AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)			8	30					1			1	1,500	1	1,500.00

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Agency Est#		CMS # 245316	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 09-28-2012	End Date 10-01-2012	Billing M (Broadcast Month, Cycle 1)	Package N	Contract Title 245316								
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
16	10-01-2012	10-01-2012	12:05AM - 12:32AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)	8	30	1							1	1,500	1	1,500.00
17	09-28-2012	09-30-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	8	30					1	1	1	3	2,500	3	7,500.00
18	10-01-2012	10-01-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	9	30	1							1	2,000	1	2,000.00
19	10-01-2012	10-01-2012	10:00PM - 11:00PM	PRIME MO10 (7010)	8	30	1							1	6,900	1	6,900.00
20	09-28-2012	09-28-2012	10:00PM - 11:00PM	PRIME FR10 (7044)	9	30					1			1	2,000	1	2,000.00
														Contracted Gross Total:		29	79,200.00
														Actual Gross Total:		29	79,200.00
														Agency Commission:			11,880.00
														Net Total:			67,320.00
Month/YR		Preempted		Made Good		Contract Total		Adjustments						Actual Total			
Sep 12		0.00		0.00		38,200.00		0.00						38,200.00			
Oct 12		0.00		0.00		41,000.00		0.00						41,000.00			
TOTAL		0.00		0.00		79,200.00		0.00						79,200.00			

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